We claim:

1. A method for presenting to a user at a station connected to a distributed computer network, relevant areas of distributed computer network sites, comprising, the steps of:

receiving across the distributed computer network an indication of a mind set of the user in navigating the network, wherein the mind set indicates a navigational goal of the user over the distributed computer network;

cross-referencing the indicated user mind set with a mind set data store of potential user goals to find at least one indicated goal;

cross-referencing the indicated user goal with a service data store of a set of services, the set of services potentially reflecting the navigational goal of the user mind set;

matching the set of services in the cross-referencing step with a list of service providers that provide the set of services that potentially reflect the navigational goal of the user; and,

displaying the list of services and service providers to the user at the station.

2. A method as in claim 1, further comprising, the step of:

offering the user a promotion associated with a service provider that relates to the received user mind set.

3. A method as in claim 1, wherein the displaying step, further comprises, the step

3   of:

4   sending the list to a tool that creates a user interface for the constructed list.

1   4.   A method as in claim 1, wherein the station is at least one of a personal

2   computer,

3   a pager, a Web-enabled phone, a personal digital assistant (PDA), a pen-based platform, a

4   wireless digital platform, and a voice-based platform.

5.   A method for presenting to a user at a station connected to a distributed

computer network, relevant areas of distributed computer network sites, comprising, the steps

of:

displaying to the user across the distributed computer network a set of potential

user mind sets and a set of potential contextual inferences;

receiving from the user at least one of a user mind set or a contextual inference,

7   wherein the user mind set or contextual inference indicates a navigational goal of the user

8   over the distributed computer network;

9   sending the user to a new location on the distributed computer network in

10   response to the received user response; and,

11   presenting to the user at the station a list of service providers in response to the

12   received user response, the list of service providers providing services in accordance with the

13   received user response.

1   6.   A method as in claim 5, further comprising, the a step of:

2   outlining an activity history that reflects the received user response on a visual

3 display at the station.

1   7.   A method as in claim 6, further comprising, the step of:

2   recording the activity history electronically.

1   8.   A method as in claim 7, further comprising, the step of:

2   transmitting the electronically stored activity history.

      9.   A method as in claim 8, further comprising using the transmitted electronically

2 stored activity history for a customization of a navigational environment.

     10.   A method as in claim 5, further comprising, the step of:

2   offering the user an additional enhancement wherein the additional

3 enhancement comprises a promotion associated with a service provider that relates to the

4 received user response.

1   11.   A method as in claim 5, wherein the station is at least one of a personal

2 computer, a pager, a Web-enabled phone, a personal digital assistant (PDA), a pen-based

3 platform, a wireless digital platform, and a voice-based platform.

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1   12.   A method as in claim 5, further comprising, the step of:

2   generating a fee to the service provider each time a service associated with the service

3   provider is presented to the user.

1   13.   A method as in claim 5, further comprising the step of:

2   receiving from the user a selection from the list, the selection being consistent

3   with the navigational goal of the user over the distributed computer network.

1   14.   A method as in claim 13, further comprising the step of:

2   generating a fee to a service provider each time a user selection associated with

3   the service provider is received from the user.

1   15.   A system for delivering targeted ads to a user operating a station connected to

2   a distributed computer network, comprises:

3   an ad server which maintains the targeted ads for the user at the station across

4   the distributed computer network;

5   a data store that identifies a set of rules associated with an ad, the rules

6   indicate a level of relevancy of an ad to a particular content; and

7   a match maker that parses the particular content by objects and corresponding

8   attributes, that maps a targeted ad to the particular content by applying the rules in the data

9   store, and that sends an identification of the targeted ad to the ad server.

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1   16.   A system as in claim 15, wherein the station is at least one of a personal

2   computer, a pager, a Web-enabled phone, a personal digital assistant (PDA), a pen-based

3   platform, a wireless digital platform, and a voice-based platform.

1   17.   A system for sending targeted services to a user at a station connected to a

2   distributed computer network, comprises:

3   an object registry that identifies a first set of objects relevant to services

4   provided by a service provider and that maps the first set of objects to the services provided by

5   the service provider; and,

6   a match maker that parses content in a document, that identifies a second set of

7   objects relevant to the content, that groups the second set of objects relevant to the content,

8   that cross-references the first set of objects with the second set of objects to determine

9   targeted services relevant to both the first and the second set of objects, and that sends the

10   targeted services to the user across the distributed computer network.

1   18.   A system as in claim 17, wherein the station is at least one of a personal

2   computer, a pager, a Web-enabled phone, a personal digital assistant (PDA), a pen-based

3   platform, a wireless digital platform, and a voice-based platform.

1   19.   A system for presenting to a user at a station connected to a distributed

2   computer network, relevant computer network sites, comprising:

3   a mind set data store that stores a set of potential user goals;

4   a service data store that stores a set of services; and,

5   a processor that receives from the user an indication of a user mind set in

6 navigating the network, wherein the mind set indicates a navigational goal of the user over the

7 distributed computer network, the processor cross-references the indicated mind set with the

8 potential user goals in the mind set data store, cross-references the indicated user goal with the

9 set of services potentially reflecting the navigational goal of the user, matches the set of

10 cross-referenced services with a list of service providers that provide that set of services, and

11 displays the list of services and service providers to the user at the station.

20. A system as in claim 19, wherein the station is at least one of a personal

computer, a pager, a Web-enabled phone, a personal digital assistant (PDA), a pen-based

platform, a wireless digital platform, and a voice-based platform.

21. A method for presenting to a user at a station connected to a distributed

2 computer

3 network, relevant areas of distributed computer network sites, comprising the steps of:

4   maintaining targeted ads for the user at the station across the distributed

5 computer network;

6   identifying a set of rules indicating a level of relevancy of an ad to a particular

7 content;

8   parsing a particular content by objects and corresponding attributes; and

9   mapping a targeted ad to the particular content applying the identified rules.

1   22.   A method as in claim 21 wherein the station is at least one of a personal

2   computer, a pager, a Web-enabled phone, a personal digital assistant (PDA), a pen-based

3   platform, a wireless digital platform, and a voice-based platform.

1   23.   A method for presenting to a user at a station connected to a distributed

2   computer network, relevant areas of distributed computer network sites, comprising, the steps

3   of:

4   identifying a first set of objects relevant to services provided by a service

5   provider;

6   mapping the first set of objects to the service provided by the service provider;

7   parsing a second set of objects relevant to content in a document;

8   grouping the second set of objects relevant to content in a document;

9   cross-referencing the first set of objects with the second set of objects to

10   determine targeted services; and

11   sending targeted services to the user across the distributed computer network.

1   24.   A method as in claim 23, wherein the station is at least one of a personal

2   computer, a pager, a Web-enabled phone, a personal digital assistant (PDA), a pen-based

3   platform, a wireless digital platform, and a voice-based platform.

1   25.   A method as in claim 23, further comprising the step of:

2   generating a fee to the service provider associated with the sent targeted

3   service.

1   26.   A method as in claim 23, further comprising the step of:

2   receiving from the user a user selection.

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